



"Building Resilience through Innovation, Communication and Knowledge Services" (BRICKS) Project

Regional Workshop on SAWAP teams' and media men and women's capacity building for the use of social media and collaborative web 2.0 tools for development

The collaborative web 2.0 tools: a new opportunity for distance cooperation.

**February 13-16, 2017
Accra, Ghana**

Terms of reference

1. Background

The World Bank /GEF SAWAP-Sahel and West Africa Programme is designed to scale up sustainable land and water resource management in 12 sub-Saharan countries¹. It constitutes the main World Bank support for the Great Green Wall for the Sahara and Sahel Initiative (GGWSSI) as it enables target countries to cope with climate variations and climate change through the enhancement of the livelihoods of vulnerable communities that depend on natural resources and protection of natural assets.

BRICKS - Building Resilience through Innovation, Communication and Knowledge Services - is a 6-year programme designed to set up a regional knowledge and monitoring center for above one billion dollar investment operations in a multi-sectorial portfolio of sustainable landscapes in the 12 countries covered by the SAWAP – Sahel and West Africa Programme – in support of the Great Green Wall.

The Permanent Inter-States Committee for Drought and Desertification Control in the Sahel (CILSS), the Sahara and Sahel Observatory (OSS) and the International Union for Conservation of Nature's Central and West Africa Programme (IUCN-PACO) are the regional Centers of Excellence in charge of implementing the BRICKS project in collaboration with the project teams and actors of the 12 countries covered by the Sahel and West Africa Programme. Each Center of Excellence is responsible for implementing distinct activities linked to land and natural resource management in the Sahel and West Africa region: CILSS is in charge of knowledge management and dissemination, OSS is in charge of geospatial applications and monitoring & evaluation of the project portfolio, and IUCN is the lead agency in the areas of biodiversity and networking and communication strategies.

Since the launch of the BRICKS project in March 2014, a number of actions have been undertaken in the area of communication, in collaboration with the SAWAP project teams, notably the development and implementation of the BRICKS project's strategy and annual communication plan, capacity building of communication experts, development of communication tools and knowledge and experience sharing (social media: Facebook, Twitter, www.sawap.net Portal) and networking of experts.

2. The Rationale

The geographic distances among the SAWAP/BRICKS community members and partners involved in the implementation of the GGWSSI are quite long. The members of the SAWAP/BRICKS community and the GGWSSI partners are meant to collaborate and get together to reflect on how to achieve their common goal with respect to the GGW. However, we are now lucky enough to have Information and Communication Technologies (ICT) that provide solutions and tools designed for working jointly through the Intranet or Internet.

¹ Benin, Burkina Faso, Chad, Ethiopia, Ghana, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan and Togo

In order to make distance collaboration a more effective reality, the capacities of the SAWAP project teams and of other partners involved in the implementation of the Great Green Wall should be strengthened in the use of web 2.0 tools and social media for development. The idea is to enable the SAWAP community members to create, share, collaborate, discuss, search, collect, disseminate and watch in real time, using such collaborative web 2.0 tools.

As information and experience sharing is key to communication and productivity in the BRICKS Project, it is quite judicious to find low cost effective solutions for knowledge sharing, create networks and communicate on the achievements of the project and of its partners. Social media and collaborative web 2.0 tools will thus contribute to improved information dissemination so as to optimize communication, presence, visibility and interactions with the SAWAP community and its partners.

3. Objectives and results²

- **General Objective**

To promote collaboration and build a community of practice through the use of social media and collaborative web 2.0 tools, among the project teams and the main stakeholders of the SAWAP portfolio as well as the BRICKS Project executing institutions.

- **Specific Objectives**

- To collect, process and disseminate the lessons learned, success stories and knowledge acquired in each SAWAP project using social media;
- Share knowledge and network.

- **Expected results**

- The social media and collaborative web 2.0 tools are widely accessed and understood.
- The activities of the beneficiaries have become more effective and disseminated through improved use of social media.
- Country projects make the best use of the lessons learned from similar projects and best regional and global practices.

4. Working methodology

- **Approach**

The workshop will alternate plenary sessions (presentations followed by discussions) and hands-on assignments (tutorials). All proceedings will be in two languages (French and English) with simultaneous translation services delivered by a team of interpreters.

The technical support of the Technical Agricultural and Rural Cooperation Center (CTA) will be requested because of their expertise, provision of documents and other teaching aids in order to ensure smooth deliberations at this sub regional workshop.

A general facilitator will manage the workshop. To ensure continuity and smooth flow, the same facilitator from the Lome workshop – Mr. Christophe Hien – will again manage this workshop. In addition, the two BRICKS Portal consultants, Mr. Afiss Bileoma and Mr. Mathias Hamitouche (OPENVISTA), who provided at the workshop in Lomé, will provide support once more.

The training session on the use of the web 2.0 tools is intended to be practical, and therefore a broad band internet connection is required.

This sub-regional workshop will also provide an opportunity for the BRICKS team to agree on the 2017 communication annual work plan of action covering the period from January 1st to December 31st 2017.

5. Date and venue

The workshop is scheduled to take place in Accra, Ghana on February 13-16, 2017.

² See the BRICKS Project's communication strategy

6. Participants

The workshop will bring together the teams of the SAWAP projects including the members of the team in charge of communication, knowledge management activities and best practices, members of the BRICKS communication working groups (IUCN, CILSS, OSS) and World Bank, GGWI and TerrAfrica Focal points in Ghana, as well as representatives of international and regional partners of the GGWI, totaling about fifty participants distributed as follows:

- Journalists from SAWAP countries (in a bid to ensure continuity, ideally but with minor exceptions, the same participants who attended the Lomé workshop on capacity building of media men and women for sustainable land and water management held in October 2016) will again be convened. Female participants will be encouraged so as to promote gender balance in knowledge acquisition for enhanced information broadcasting on sustainable land and water management;
- Men and women communication and knowledge management experts in SAWAP Projects (12);
- Members of the BRICKS and World Bank Working Groups:
 - IUCN (2)
 - CILSS (4)
 - OSS (3)
 - World Bank (1)
- The TerrAfrica Focal Point, Ghana (1)
- The GGWI Focal Point, Ghana (1)
- Consultants responsible for developing the BRICKS Portal (2)

7. Budget

All participants will be sponsored by the workshop. The estimate budget for the workshop will be covered by IUCN, within the budget line that the Union has for the implementation of the BRICKS Communication Strategy. This will include the services of the facilitator, those of the translators and interpreters as well as overheads and logistical costs incurred by the workshop (meeting room, air tickets, food, accommodation, etc.).

8. Working documents

- Web 2.0 glossary
- Introduction to Web 2.0
- Information monitoring
- Success stories

9. Agenda

Arrival of participants: February 12th, 2017

Day 1 (February 13th, 2017)			
Time	Activities	Content	Responsible
8h-9h AM	Reception of participants	Arrival and accommodation of participants	BRICKS Executing Agencies
9h-9h20 AM	Opening ceremony	- Welcome remarks - Opening speech	IUCN, SAWAP Project, Ghana, Minister (TBC)
9h20-9h40 AM	Group photograph + Coffee break		
9h40-10h25 AM	Self-introductions and collection of participants' expectations	- Introduction, analysis of Web2.0 practice and uses in SAWAP projects and expectations of participants - Adoption of the agenda and designation of report writers (daily and general reports)	Facilitator Facilitator
10h25-10h40 AM	BRICKS Project, roles of executing agencies	Presentation + Discussions	BRICKS Executing Agencies (IUCN, CILSS, OSS)

10h40-11h AM	BRICKS Project communication Working Group and SAWAP communicators	Presentation + discussions: How to further develop interactions, sharing and support (focus and update on success stories...)	Communication Working Group: IUCN, CILSS and OSS
11h-12h AM	Web 2.0 and social media: key concepts, definition, operational principles	Definition, Key concepts, Operational principles + Discussions	Facilitator
12h-13h	Gmail: Basic functions	Search; How to organize one's emails with titles; Conversations; in-person/Messaging; snaps/Hangouts Parameters (Signature, Absence, Shifting,)	Facilitator
13h-13h30 PM Lunch break			
13h30-15h	Google agenda	How to manage one's agenda; Guests and Rooms; Sharing one's agenda/Accessing another agenda; Parameters	Facilitator
15h-16h	Introduction to Google Drive	Google automation tools (word processing, spread sheet, lay out, formula) Importing existing files (with or without conversion)	Facilitator
16h-16h20 PM Coffee break			
16h20-17h00 PM	Introduction to Google+	Public page Profile Contact circles Communities	Facilitator
17h00 PM End of Day 1			
Day 2 (February 14th, 2017)			
8h00-8h30 AM	Summary report of Day 1 deliberations	Day 1 summary report	Rapporteur
8h30h-10h30 AM	Blog and micro blog	Definition of concepts: blog, micro blog; Blog creation and feeding: Blogger Micro blogging: Twitter	Facilitator
10h30-10h50 AM Coffee break			
10h50-13h00 PM	Facebook	Creating and managing a Facebook account (pages, groups...)	Facilitator
13h00-13h30 PM Lunch break			
13h30-15h30 PM	Advanced search on Google	Organizing institutional monitoring with RSS flows Automatic alerts on Google	Facilitator
15h30-15h50 PM Coffee break			
15h50-17h00	Content curation and syndication	Bookmarking	Facilitator
17h00 PM Cocktail and end of Day 2			
Day 3 (February 15th, 2017)			
8h00-8h30 AM	Summary report of previous day deliberations	Day 2 summary report	Facilitator
8h30-8h45	Safe Browsing on the Internet	Secure Internet browsing, why? Some precautions to make our browsing on the web safer	CILSS
8h345-10h30 AM	Online sharing of videos and pictures	YouTube Google Photo	Facilitator
10h30-10h50 AM Coffee break			
11h50-11h30 AM	Social media policy	BRICKS Project Social Media Policy	IUCN, CILSS
11h30-13h00 PM	Definition of a Web2.0 Communication Strategy for SAWAP/BRICKS	Strategic combination of social media tools	Facilitator
13h-13h30 PM Lunch break			
13h30-14h30 PM	Definition of a Web2.0	Strategic combination of social media tools	

	Communication Strategy for SAWAP/BRICKS (Continued)	(Continued)	
14h30-14h50 PM	Coffee break		All
14h50-17h PM	BRICKS Project Communication	2017 Plan of the BRICK communication component	IUCN
Day 4 (February 16th, 2017)			
8h00-8h30 AM	Summary report of previous day deliberations	Day 3 summary report	Rapporteur
8h30-9h30 AM	www.sawap.net Portal and social media	Social media management from the SAWAP/BRICKS Portal	OPENVISTA Company
9h30h-10h30 AM	The BRICKSHARE Network VS/Social media	Which social media for the SAWAP/BRICKS Community?	OPENVISTA Company
10h30-10h50 AM	Coffee break		
10h50-13h PM	GOOGLE DRIVE	Sharing of resources among SAWAP countries	OPENVISTA Company
13h-13h30 PM	Lunch break		
13h30-15h00 PM	SAWAP Conference	Conference 2.0 management	OPENVISTA Company
15h00-15h20 PM	Coffee break		
15h20-16h30 PM	SAWAP RADIO 2.0	A community WebRadio for SAWAP countries on Smartphone (Android and iOS)	OPENVISTA Company
16h30-17h00 PM	End of deliberations	Evaluation of the workshop, reading and amendment of the general report	
		Closing	